

The Fifth Estate

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Broadcasting Aug 1



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Broadcasting Aug 1

Financial interest compromise coming into view □
DBS companies preparing for fall launch □
NPR finds a benefactor □ Mudd ousted as NBC anchor □

UPFRONT STATS □ CBS finishes three-network upfront buying season, which amounted to \$1.9 billion. **PAGE 20.**

DBS DEAD HEAT □ Two companies, IAST and USC1, are completing plans for fall launches of satellite-to-home broadcasting services. **PAGE 22.**

STATUS ON STOCK □ Current rise in market is helping bring cable stocks out of the woods, while most broadcast stocks stabilize after leading wave of financial recovery. **PAGE 23.**

K.C. SHOOTOUT □ Lawsuit that centers on age, women and alleged "double standard" for television anchors begins in Kansas City. **PAGE 24.**

BUSY SIGNAL □ Joint Hill hearing finds FCC and Congress at odds over who should have jurisdiction over telephone rates. **PAGE 25.**

TV STEREO □ FCC proposes rulemaking that would allow broadcasters to use their aural basebands for stereo sound. **PAGE 26.**

ET'S BIRTHDAY □ Two years and 500 shows later, *Entertainment Tonight* has gained both an audience and news credibility. **PAGE 34.**

MORE SPRING FOOTBALL? □ William B. Tanner Co. is mulling over \$21-million rights package to new spring International Football League. **PAGE 37.**

ELECTRONIC DATA □ Nielsen Co. will begin testing system where TV audience data would be collected electronically. **PAGE 38.**

MARTI VICTORY □ Authorizing legislation passes

House committee with changes suitable to NAB. **PAGE 40.**

MASS MEDIA McKINNEY □ Former Private Radio Bureau chief James McKinney is FCC Chairman Fowler's choice to head commission's Mass Media Bureau. **PAGE 41.**

CLEAR SAILING □ David Markey breezes through Senate Commerce Committee hearing on his appointment to officially take over the helm of NTIA. **PAGE 44.**

SPECTRUM DEBATE □ Proposed changes in nonbroadcast services draws mixed comments at FCC. **PAGE 45.**

RADIO MAILING □ House Telecommunications Subcommittee mails out questionnaires on nonentertainment programming to 1,000 radio stations. **PAGE 47.**

EARNINGS ROUNDUP □ A run-down of second-quarter financial results of Fifth Estate companies shows mixed bag. **PAGE 48.**

MUDD OUSTER □ NBC News drops Roger Mudd and co-anchor format for single anchor, Tom Brokaw. **PAGE 54.**

AM STEREO JAM MACHINE □ Sony introduces portable AM-FM stereo player. **PAGE 56.**

IN THE PROGRAMING "HOT SEAT" □ Harvey Shephard, CBS Entertainment senior vice president, programs, is right where he wants to be. **PAGE 79.**

INDEX TO DEPARTMENTS

Business	48	Datebook	13	In Brief	80	Monday Memo	16
Business Briefly	10	Editorials	82	In Sync	56	Open Mike	15
Cablecastings	8	Fates & Fortunes	75	Journalism	54	Programming	34
Changing Hands	52	Fifth Estater	79	Law & Regulation	40	Riding Gain	28
Closed Circuit	7	For the Record	60	The Media	51	Telecastings	57

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INDEX TO ADVERTISERS ■ American Chiropractic Association 9 □ Antenna Technology Corp. Second Cover □ Birch Radio Research Third Cover □ Blackburn & Co. Inc. 52 □ Blair TV 42-43 □ Bonneville Productions 27 □ Bristol-Myers Co. 35 □ CBS RadioRadio 31 □ CBS Radio Spot Sales 11 □ Cetec Antennas 55 □ Classified Ads 65-74 □ Columbia Pictures Television 4-5 □ Continental Electronics 60 □ FM Radio Subcarriers 30 □ Gabriel Awards/Bridge Productions 10 □ Goldman, Sachs & Co. Fourth Cover □ David Green Broadcast Consultants Corp. 51 □ Harris Corp., Satellite Communications Div 6 □ Pam Lontos Inc. 39 □ McMartin Industries Inc. 45 □ Motorola 29 □ Professional Cards 63 □ Cecil L. Richards Inc. 53 □ Schulke Radio Productions Ltd. 18 □ Service Directory 62 □ Standard Rate & Data Service Inc. 59 □ Howard E. Stark 12 □ 20th Century-Fox Television 17 □ United Press International 32-33 □ Warner Bros. Television Distribution Front Cover □

Angeles' successful *Eye on L.A.* access strip, and Cable News Network's weekly *Hollywood Journal*.

"We've really cut into *PM Magazine* in many markets where we're head to head with them," Goldhammer contends. "We forced WDM-TV Washington to drop *PM Magazine* as a result of the February book."

In New York, *E.T.* rose from fifth to second place in access following its switch from an independent to ABC-owned WABC-TV last January. KRON-TV San Francisco has enjoyed its highest access ratings ever with *E.T.* The series is ranked first or second in access, in Detroit, Boston and Washington, according to Goldhammer. In Los Angeles, however, ratings have remained relatively flat for the show on independent KTLA-TV, which airs it at 4:30 p.m. and again at midnight. (A change in time and station in the

Los Angeles market is rumored for this fall.)

TeleRep, which handles national advertising sales for the series, does not disclose billings for the program, but a spokesman said there are no spots available on the show for the foreseeable future and that many advertisers are renewing for the fall. The program is available on a market-exclusive cash barter basis. Local stations receive five minutes for local sale for both the weekday and weekend shows, with TeleRep retaining one minute during each weekday program and five minutes on weekends. National sponsors buying a 30-second spot during the week receive a comparable spot on *Entertainment This Week*. The price of the show is determined by "competitive rates for similar programs at the same time period" and by "revenue potential based on performance in local ratings," according to Paramount. □

Tanner, new spring football league start rights talks at \$21 million

IFL would have 12 teams playing Sunday evening for 16 weeks

Next spring may see the birth of yet another professional football league—the International Football League—which last week announced it was negotiating with the Memphis-based William B. Tanner Co., a media buying service, for the new league's television, radio and cable coverage rights. The asking price for the first year is \$21 million.

The IFL has proposed to start its inaugural season, which, like that of the one-year-old USFL, would run from March to July, with 12 teams. And some of those teams would be in markets that already have one or more NFL squads and a USFL team.

If Tanner acquires the rights, it's understood the company would form an IFL television network consisting primarily of independent stations (covering at least 70% of the country) to carry the games. The Tanner network would televise four regional games weekly throughout the 16-week season. The games would be played on Sunday evenings.

Edward Hartnett, executive vice president of Tanner and Co., told BROADCASTING last week the company will study the results of a feasibility study, due to be compiled in the next two weeks, before deciding on the rights package. The study will examine viewer, advertiser and station interest in IFL football and projections on the degree of advertiser participation. "If the numbers come out right," said Hartnett, Tanner Co. would pay the \$21 million asking price for the IFL right. But if the projections derived from the study fall short of the company's expectations, said Hartnett, the company would offer to pay a lower rights fee or perhaps bypass the deal altogether.

Hartnett said that preliminary talks with some stations about a possible affiliation with an IFL network were encouraging. "We've gotten a pretty positive response from them," he said, but declined to cite any of the stations by call letters. The regional games would be produced by independent crews retained by Tanner and would be satel-

lite fed to the affiliates.

Tanner is not new to network sports. It holds the broadcast rights to Metro Collegiate Athletic Conference basketball games, and has agreements with Metro Sports and TVS to sell time for some of the sports networks those companies have set up.

Hartnett conceded that there are some "very definite negatives" to be considered with the IFL. "The IFL is brand new coming on top of a new USFL," he noted. "And [USFL] ratings dropped as the season progressed, but regionalization should help that." On the positive side, he suggested that the USFL "could be dislodged in some areas," and that a real battle for the new football leagues could evolve next year.

Jerry Saperstein is the commissioner of the IFL. He resigned July 1 as vice president of Madison Square Garden Attractions Co., which acquires television rights to sporting events internationally. Saperstein said that the new league (whose formation was announced earlier this year) and Tanner hoped to negotiate a five-year deal (with three-year options), although the financial terms would be renegotiated annually based on the ratings and advertising revenues generated by the Tanner network.

The initial 12 teams in the IFL are to be located in New York; Los Angeles; Honolulu; Charlotte, N.C.; Miami, Milwaukee; the San Francisco Bay area (but not San Francisco); Houston, Chicago and in undetermined sites in Ohio, Nebraska and Tennessee. Initial seed money will total about \$24 million, with each owner required to submit to the league a \$2-million letter of credit.

No formal studies have been undertaken to determine the viability of the league, conceded Saperstein, but he said that "we think that a market is being created out there" for spring football, largely due to the efforts of the USFL. Signing a TV deal will be the "single most important element in the success" for the league, said Saperstein.

Revenue derived from whatever rights agreement is secured would be split among the teams equally. And while the deal with

Ratings Roundup

With six-tenths of a rating point to spare over second-ranked ABC-TV, CBS-TV won the prime time ratings for the week ending Sunday, July 24, averaging a 12.5 rating/24.3 share, according to A.C. Nielsen's National Television Index. ABC bounced back from a poor performance the week before to average an 11.9/23.4, while NBC, which captured only one night by two-tenths of a rating point averaged an 11.5/22.5.

CBS won Monday, Thursday, Friday and Sunday, while ABC took Wednesday and Saturday and NBC won Tuesday. Of the top 30 programs, CBS had 13, ABC had nine and NBC had eight.

In a week in which 78% of the programs broadcast were reruns, CBS News's *On the Road with Charles Kuralt* (11/23) scored the highest ratings among original, summer-replacement series on all three networks. Behind it were ABC's *1/2 Hour Comedy Hour* (10.4/21), which runs opposite Kuralt, NBC's *Buffalo Bill* (10.2/19), and CBS News's *Our Times with Bill Moyers* (10/19).

Monday Night Baseball (11.2/21) on ABC had one of its stronger performances of the season, but failed to bring the network more than third place for the night, behind NBC's rebroadcast of the made-for-TV movie, *Sophia Loren: Her Own Story* (13.7/25), and CBS's lineup of series reruns (14.5/26.7). On Tuesday, a strong performance by ABC's *Hart to Hart* (16.8/30) helped that network average a 13.5/25 for the night, challenging NBC's 13.7/25.2 for its usually strong lineup that included repeats of *A Team* and *Remington Steele*.

The First 20

1. <i>ABC Movie Special—"Dr. No"</i>	ABC 16.8/32
2. <i>Hart to Hart</i>	ABC 16.8/30
3. <i>Trapper John, M.D.</i>	CBS 16.3/30
4. <i>60 Minutes</i>	CBS 16.2/35
5. <i>Jefferies</i>	CBS 16.2/29
6. <i>Cagney & Lacey</i>	CBS 15.9/28
7. <i>Newhart</i>	CBS 15.6/27
8. <i>Hill Street Blues</i>	NBC 15.3/29
9. <i>A Team</i>	NBC 15.2/30
10. <i>Simon & Simon</i>	CBS 15.0/27
11. <i>Knight Rider</i>	NBC 14.9/31
12. <i>Love Boat</i>	ABC 14.5/31
13. <i>Tucker's Witch</i>	CBS 14.5/26
14. <i>Cheers</i>	NBC 14.5/25
15. <i>20/20</i>	ABC 14.2/27
16. <i>Remington Steele</i>	NBC 14.0/25
17. <i>NBC Monday Night Movies—Sophia Loren</i>	NBC 13.7/25
18. <i>9 to 5</i>	ABC 13.7/24
19. <i>Magnum, P.I.</i>	CBS 13.6/27
20. <i>CBS Wednesday Night Movie—Blinded by the Light</i>	NBC 13.5/25

The Final Five

61. <i>ABC Friday Night Movie—Massarati and the Brain</i>	ABC 8.2/17
62. <i>ABC Comedy Special</i>	ABC 8.1/18
63. <i>Monitor</i>	NBC 8.0/17
64. <i>Voyagers</i>	NBC 7.1/15
65. <i>Ripley's Believe It or Not</i>	ABC 6.4/14

facilities of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 45 44th Street, Copiague, N.Y. 11726. Principal is owned by Kenneth L. Herring, who is program director of WTHe(AM) Mineola, N.Y. Filed July 14.

■ Garden City, N.Y.—WINK Radio Inc. seeks facilities of WLIR(FM): 92.7 mhz, 1 kw, HAAT: 521 ft. Address: 78 Bennett Avenue, Huntington Station, N.Y. 11746. Principal is owned by Ronald E. Graiff and wife, Winifred C. It has no other broadcast interests. Filed July 14.

■ Bradford, Pa.—BradComm Inc. seeks 98.3 mhz, .87 kw, HAAT: 510 ft. Address: 727 Merle Street, Clarion, Pa. 16214. Principal is equally owned by George Sciranko, president, and William S. Hearst. Sciranko is sales manager of WWXH(AM) Clarion, Pa. Hearst owns 67% of WWCH. Filed July 14.

■ Clarion, Pa.—Clarcom Inc. seeks 92.7 mhz, 3 kw, HAAT: 300 ft. Address: 213 Highland Drive, Shippensburg, Pa. 16254. Principal is equally owned by William Regester, president, Fred C. McIlhatten and Timothy Galezka. It has no other broadcast interests. Filed July 14.

■ Mifflintown, Pa.—Juniata Broadcasting Co. seeks 98.3 mhz, .225 kw, HAAT: 917.5 ft. Address: 16 Queen Drive, Lewistown, Pa. 17044. Principal is owned by Faith B. Weidman, president (51%) and husband, Donald E. It has no other broadcast interests. Filed July 14.

■ Wedgefield, S.C.—Dailey and Reich Broadcasting seeks 99.3 mhz, 3 kw, HAAT: 300 ft. Address: 814 Boulevard Road, Sumter, S.C. 29150. Principal is owned by Raymond F. Reich and Calvin E. Dailey Jr. (50% each). It also owns WDXY(AM) Sumter. In addition Dailey owns WCEF(FM) Ripley, W. Va., which he is divesting himself of. Filed July 14.

■ Seabrook, Tex.—Texas Family Radio Ltd. seeks 92.1 mhz, 3 kw, HAAT: 300 ft. Address: 3637 Shaver Bench Mark, apt. 1208, Pasadena, Tex. Principal is owned by Kim Stone (90%) and Nelson Rosa (10%). It has no other broadcast interests. Filed July 14.

■ Seabrook, Tex.—Texas Minority Broadcasting Group seeks 92.1 mhz, 3 kw, HAAT: 292 ft. Address: P.O. Box 147, Seabrook, Tex. 77586. Principal is equally owned by Albert E. Hopkins, Kimberly V. Higgs and Kenneth D. Brantley. It has no other broadcast interests. Filed July 14.

TV applications

Paintsville, Ky.—Hometown Television Inc. seeks ch. 69 plus; ERP: 52.24 kw vis., 5.2 kw aur., HAAT: 646 ft.; ant. height above ground: 155.6 ft. Address: 37 Northgate, Paintsville 41240-0630. Principal is owned by James C. Blevins, president, who has no other broadcast interests. Filed July 14.

■ Augusta, Ga.—Augusta Family Television Ltd. seeks ch. 54; ERP: 1,532.1 kw vis., 153.21 kw aur., HAAT: 956 ft.; ant. height above ground: 756 ft. Address: 1103 Wheeler Avenue, Chattanooga, Tenn. 37406. Principal is owned by Randall L. Rader (80%) and Norma Crowder (20%). It has no other broadcast interests. Filed June 30.

■ Augusta, Ga.—Independent Masters Ltd. seeks ch. 54; ERP: 916 kw vis., 91.6 kw aur., HAAT: 1,500 ft.; ant. height above ground: 1,421 ft. Address: 4170 Sunrise Trail, Atlanta 30349. Principal is owned by Shirley L. Hook (80%) and Henry Preston Elliott (20%). It has no other broadcast interests. Filed July 1.

■ Alexandria, La.—Cenla Broadcasting Group seeks ch. 41 plus; ERP: 1,380 kw vis., 138 kw aur., HAAT: 585 ft.; ant. height above ground: 522 ft. Address: 219 Main Street, Minden, La. 71055. Principal is equally owned by J. Robert Kemmerly; his wife, Sue Martin Kemmerly; Harmon Drew Jr., and his wife, Jean Talley Drew. They also have interests in applicants for new TV's at Bossier City, La.; Hot Springs, Ark., and Vicksburg, Miss. Filed June 13.

■ New Iberia, La.—Way of the Cross of Baton Rouge seeks ch. 36; ERP: 4,500 kw vis., 450 kw aur., HAAT: 256.67 ft.; ant. height above ground: 281 ft. Address: 1004 Crystal Court, Lexington, Ky. 40515. Principal: Nonprofit organization, headed by Edward C. Bowlds, president. It also is applicant for new TV's at Hutchinson, Kan.; Mobile, and Selma, both Alabama; Logan, Utah; Galveston, Tex., and Lexington, Ky. Filed July 14.

AM actions

■ Rainsville, Ala.—Alfred Brausam application returned for 1030 khz, 2.5 kw. (BP-830316AG). Action July 14.

■ Shepherdsville, Ky.—Elizabeth A. Osselmeier and Gene R. Osselmeier application returned for 1040 khz, 1 kw-D. Address: 204 Walnut Street, Shepherdsville, 40165. (BP-830222AE). Action July 1.

■ Frankemuth, Mich.—Siefker Broadcasting Co. application returned for 660 khz, 1 kw, DA-D. (BP-830124AB). Action July 7.

FM actions

■ Paaulo, Hawaii—Hamakua Broadcasting granted 95.9 mhz, 2.1 kw (H); HAAT: minus 201 ft. (H). (BPH-820917AF).

■ Lakeview, Mich.—Tamarack Broadcasting Inc. granted 106.3 mhz; 3 kw, HAAT: 300 ft. (BPH-830103AJ). Action July 13.

Ownership changes

■ WEIS(AM) Centre, Ala. (990 khz, 250 w-D)—Seeks assignment of license from Cherokee County Broadcasting Co. Inc. to Weis Radio for \$157,675. Seller is headed by James M. Davis, president. Buyer is owned by Jerry W. Baker and Linda G. Baker. They have no other broadcast interests. Filed July 5.

■ WWLX(AM) Lexington, Ala. (620 khz, 5 kw-D)—Seeks assignment of license from Wright, Wright and Sanders to Roger W. Wright for \$4,000. Sellers are dissolving partnership and assigning license and assets to Roger Wright. Buyer is applicant for new FM at Minor Hill, Tenn. Filed July 8.

■ KXRQ(AM) Trumann, Ark. (1530 khz, 250 w-D)—Seeks transfer of control of Cate Communications Corp. from William N. Cate (100% before; none after) to Bobby L. Stotts and others (none before; 100% after). Consideration: \$150,000. Principals: Seller has no other broadcast interests. Buyer is equally owned by Kelley W. Webb, Bobby L. Stotts and James H. Roberts. They have no other broadcast interests. Filed July 8.

■ KFSD-AM-FM Nampa, Idaho (580 khz, 5 kw-U, DA-N; FM: 94.9 mhz, 46 kw, HAAT: 2,520 ft.)—Seeks assignment of license from Idaho Broadcasting Co. to Boise Broadcasting Ltd. for \$1.1 million (Broadcasting, July 25). Seller is owned by Wayne C. Cornils (19.7%), Orval Hansen (37%), his brother, Reed Hansen (7.6%), George Freund (26.7%) and Arthur Oppenheimer (9%). Cornils is radio vice president of National Association of Broadcasters; Orval Hansen is Washington attorney; Freund is Idaho Falls, Idaho, nuclear engineer; Oppenheimer is Boise, Idaho, businessman, and Reed Hansen is Pocatello, Idaho, farmer. They have no other broadcast interests. Buyer is owned by Philip T. Kelly and Richard L. Voight (50% each). It also owns WDBQ(AM)-KLYV(FM) Dubuque, Iowa; KATE(AM)-KCPI-FM Albert Lea, Minn., KFGO(AM) Fargo, N.D., and WNFL(AM) Green Bay, Wis. Filed July 15.

■ KCBC(AM) Des Moines, Iowa (1390 khz, 1 kw-U, DA-1)—Seeks assignment of license from Harry G. Slife, re-

ceiver, to KRMB Inc. for \$135,000. Seller also owns KWWL-TV Waterloo and KTIV(TV) Sioux City, both Iowa; KFVS-TV Cape Girardeau, Mo.; WAFF(TV) Huntsville, Ala., and WTOG-TV Savannah, Ga. Buyer is owned by John G. Enoch, president (80%) and wife, Sara L. It has no other broadcast interests. Filed July 15.

■ KKAN(AM) Phillipsburg, Kan. (1490 khz, 1 kw-D, 250 w-N)—Seeks assignment of license from Bengal Broadcasting Inc. to Barracuda Broadcasting Inc. for \$620,000 (Broadcasting, July 18). Seller is headed by Bernard M. Brown, president. Buyer is owned by Jan D. Parker, president, and Kenneth R. Kohrs (50% each). It has no other broadcast interests. Filed June 29.

■ WGKY-FM Greenville, Ky. (105.5 mhz, 3 kw, HAAT: 300 ft.)—Seeks assignment of license from Hayward F. Spinks to his daughter, Leesa Spinks Hunt for assumption of \$10,000 in debt. Seller owns WLLS-AM-FM Hartford, Ky. Buyer is manager of WGKY-FM, and has no other broadcast interests. Filed July 19.

■ WXXO(AM) Bay City, Mich. (1250 khz, 1 kw-D)—Seeks assignment of license from Gateway Broadcasting Co. to Ellerman Broadcasting Co. for \$360,000, including \$100,000 noncompete agreement. Seller is headed by Donald K. Mayle, president. Mayle also owns 85% of WWWS(FM) Saginaw, Mich. Buyer is owned by Gene Ellerman and wife, Vera (50% each). It has no other broadcast interests. Filed July 14.

■ KBOA(AM)-KTMO(FM) Kennett, Mo. (830 khz, 1 kw-D, DA-D); FM: 98.9 mhz, 100 kw, HAAT: 370 ft.—Seeks assignment of license from KTMO Inc. to KBOA Inc. for \$1.3 million. Seller is owned by Earldun Broadcasting Inc., headed by Charles C. Earls, president and general manager. Buyer is owned by Kenneth E. Meyer, president, who also owns 25% of KARD(TV) West Monroe, La.; 42.08% of KMTCTV)-KTXR(FM) Springfield, and 100% of KFAL(AM)-KKCA(FM) Fulton, KLEX(AM)-KBK(FM) Lexington, all Missouri. Filed July 19.

■ KSPR(TV) Springfield, Mo. (ch. 33, 1,122 kw vis., 112 kw aur.; HAAT: 1,079 ft.)—Seeks transfer of control of Springfield Television Associates Ltd. from Doctor R. Crants Jr. (33.3% before; 10% after) to Farrell B. Jones (66% before; 74.8% after). Consideration: \$225,000 plus 10% limited partner's interest. Principals: Seller is headed by Doctor R. Crants Jr., president. It also has interest in new TV's at Knoxville, Tenn., Daytona Beach, Fla., and Shreveport, La. Buyer also has interests in new TV at Daytona Beach, Fla.; Salem, Mass. and Shreveport, La. Filed June 23.

■ WTUV(TV) Utica, N.Y. (ch. 33, 53.5 kw vis., 5.35 kw aur.; HAAT: minus 125 ft.)—Seeks assignment of license from Broadcast Facilities to Mohawk Valley Broadcasting Associates for \$18,000. Seller is owned by Robert Raide, who also owns WOZO(AM) Penn Yan and WCDQ(AM) Sidney, both New York. Fox has interest in permittee for new TV's at Hazleton and Scranton, both Pennsylvania, and at Ithaca, N.Y.; WAQX(FM) Manlius, N.Y.; WOLF(AM) Syracuse, N.Y.; applicant for new AM's at Canton, N.Y., Concord, N.H., and new FM's at Honolulu and Sanibel, Fla. Friedman is general sales manager for WAQX and WOLF. Kane is announcer and operations and programming assistant at WOLF. Filed July 7.

■ WEEW(AM) Washington, N.C. (1320 khz, 500 w-D)—Seeks assignment of license from Radio Washington Inc. to James Eugene Hodges for \$15,083. Seller is headed by Charles Windley Carawan, president. It has no other broadcast interests. Buyer has no other broadcast interests. Filed July 19.

■ KWEY-AM-FM Weatherford, Okla. (1590 khz, 1 kw-D, DA-1; FM: 97.3 mhz, 70 kw, HAAT: 385 ft.)—Seeks transfer of control of KWEY Inc. from Alene E. Buening and Richard D. Johnson (100% before; none after) to Philip C. Spivey and Lynn Wolfgang (none before; 100% after). Consideration: \$1,378,000 plus other considerations. Sellers have no other broadcast interests. Buyers: Spivey owns 79% of KBBB(AM)-KDKQ(FM) Borger, Tex. Wolfgang, daughter of Buening, is sales manager of KWEY and has no other broadcast interests. Filed July 8.

■ *WSJK-TV Sneedville, Tenn. (ch. 2, 100 kw vis., 20 kw aur., HAAT: 1,760 ft.)—Seeks assignment of license from Tennessee State Board of Education to East Tennessee Public Communications Corp. Seller is noncommercial educational TV, headed by Robert L. McElrath, chairman. It also owns WCTE(TV) Cookeville, WTCI(TV) Chattanooga, and WLJT Lexington, all Tennessee. Buyer is nonprofit corporation, headed by Charles Davis, chairman. It has no other broadcast interests. Filed July 8.

■ KKYR(AM) Marshall, Tex. (1410 khz, 500 w-D)—

Summary of broadcasting as of March 31, 1983

Service	On Air	CP's	Total *
Commercial AM	4,708	149	4,857
Commercial FM	3,421	391	3,812
Educational FM	1,090	162	1,252
FM translators	609	288	897
Commercial VHF TV	527	14	541
Commercial UHF TV	307	166	473
Educational VHF TV	111	6	117
Educational UHF TV	175	14	189
VHF LPTV	152	89	241
UHF LPTV	21	72	93
VHF translators	2,784	254	3,038
UHF translators	1,772	403	2,175
ITFS	244	89	333
Low-power auxiliary	612	0	612
TV auxiliaries	7,260	205	7,465
UHF translator/broadcasters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,159	53	12,212
Aural STL & intercity relay	2,749	166	2,915

* Includes off-air licenses.